



# NETHERLANDS MEDIA LANDSCAPE

[www.themediavantage.com](http://www.themediavantage.com)



# Country overview

IT WAS A FOUNDING MEMBER OF NATO AND THE MODERN-DAY EUROPEAN UNION

## Overview of Netherlands



CAPITAL

**Amsterdam**

GDP

**\$907 billion**

REGION

**Europe**

POPULATION

**17,344,874**

GDP PER CAPITA, PPP

**\$59,469**

AREA

**41,543 SQ.KM**

Known as Dutch, the people of the Netherlands have formed what has long been considered a tolerant society.

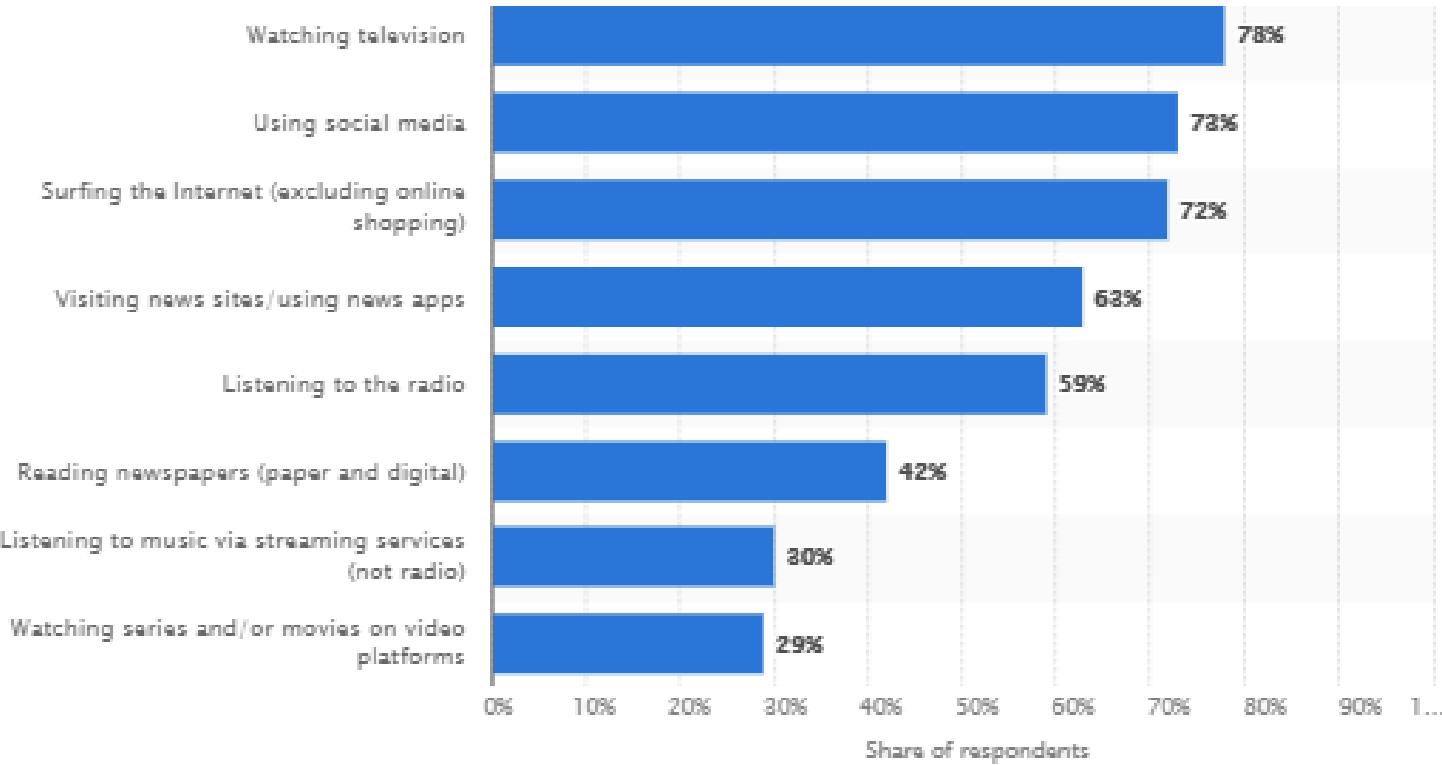
Known for its tulips, this high-income, developed nation is one of the world's leading exporters of agriculture, an industry that has become mostly mechanized.

In 2001, the country became the first to legalize same-sex marriage, and national stances on drugs, prostitution, euthanasia and abortion are liberal.

# Media Consumption Overview

TRADITIONAL MEDIA IS STILL A LEADER IN THIS MARKET

Daily media usage in the Netherlands (2019)



206 minutes spent  
watching linear TV  
everyday



Most popular form of  
audio content



Dutch Newspapers are  
one of the most popular  
form of print media in  
the world



Internet sees a high  
penetration

# TV Consumption

## TV SCREEN TIME AT RECORD HIGH IN 2020



### NPO 1

A wide variety of programs is broadcast on the channel, usually for larger audiences. In 2018, it was the most viewed channel in the Netherlands, reaching a market share of 22.0%



### NPO 2

NPO 2 is a Dutch television channel, sister channel of NPO 1 and NPO 3. NPO 2 tends to broadcast arts, culture, politics, news, current affairs, documentaries and religious programs.



### RTL 4

RTL 4 is a Dutch free-to-air television channel; it is one of the most-watched commercial stations in the country, popular especially with those aged between 20 and 49. RTL 4 is a general entertainment channel with infotainment, television drama, talk shows, game shows, news and talent shows.

A total of 206 minutes per day were consumed watching TV in 2020, 7% more than 2019.

People have watched more content on linear (live) TV channels

More than 84 per cent of households use some form of digital broadcast device, although the extensive cable network still allows for analogue distribution.

# TV Consumption

## TOP TV CHANNELS

### Network

STER



### Channels

RTL



RTL (Triade)



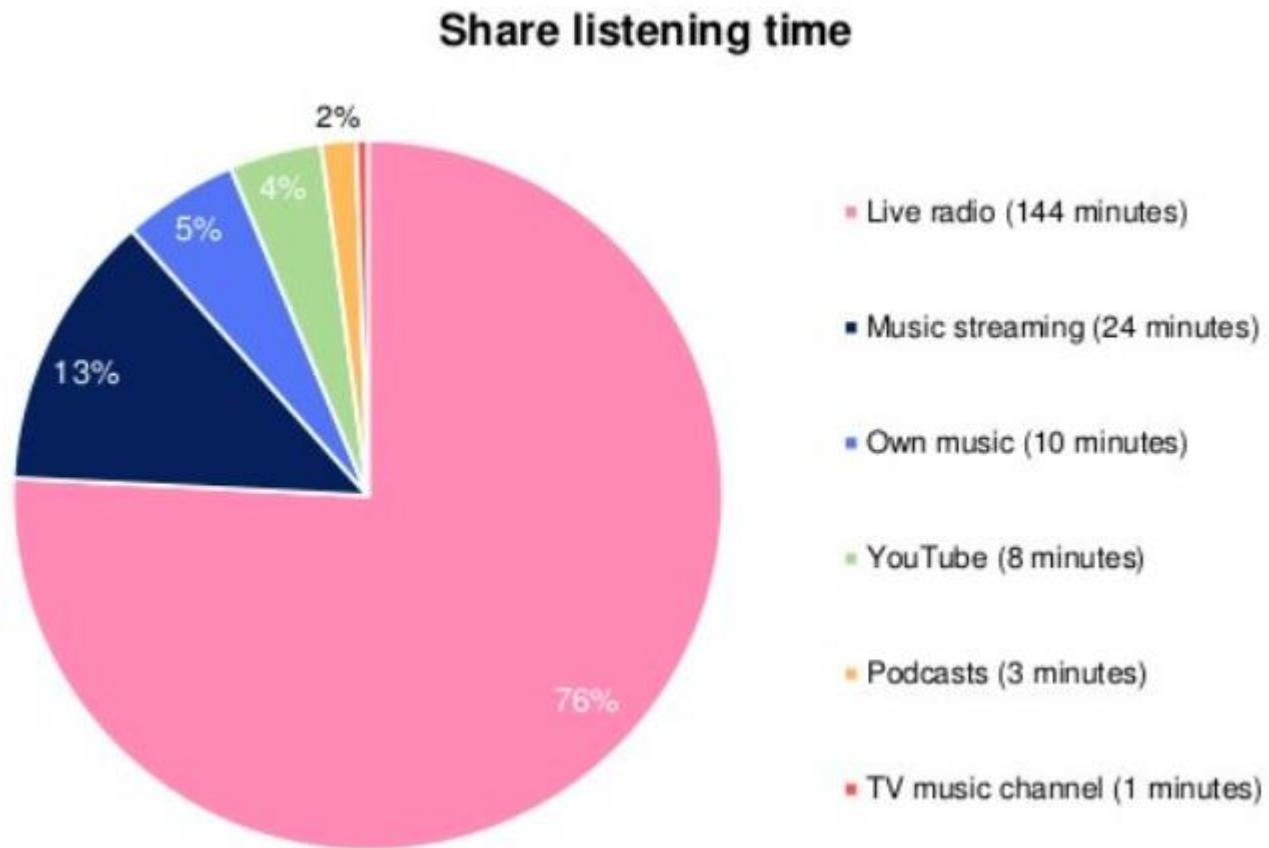
Note: mostly paid (digital) channels

Talpa TV



# Radio Consumption

MOST TRUSTED MEDIUM



- The average listener had the radio on daily 13 minutes longer in 2020 than in the previous year
- Public radio station NPO Radio 2 reached a market share of over nearly 13 percent in the Netherlands in 2021, making it the country's most popular radio station.
- Commercial stations Radio 10 and Qmusic both reached nearly 11 and 10 percent respectively of the total listening volume in the country.

# Radio Consumption

## TOP RADIO STATIONS



### NPO Radio 2

**Frequency: 92.3 FM**

NPO Radio 2 is a public-service radio station from the Netherlands, broadcasting in an adult hits format, focusing on the 1980s and 1990s, however 1960s and 1970s hits may also air.



### Radio 10

**Frequency: 103.6 FM**

Radio 10 is a Dutch commercial radio station that mostly focuses on songs from the 1970s to 2000s, with a moderate amount of mid-1960s' and 2010s' hits.



### QMusic

**Frequency: 100.7 FM**

Qmusic is a Dutch commercial radio station which has been broadcasting since 31 August 2005. The station plays mostly pop and dance hit music for its listeners.

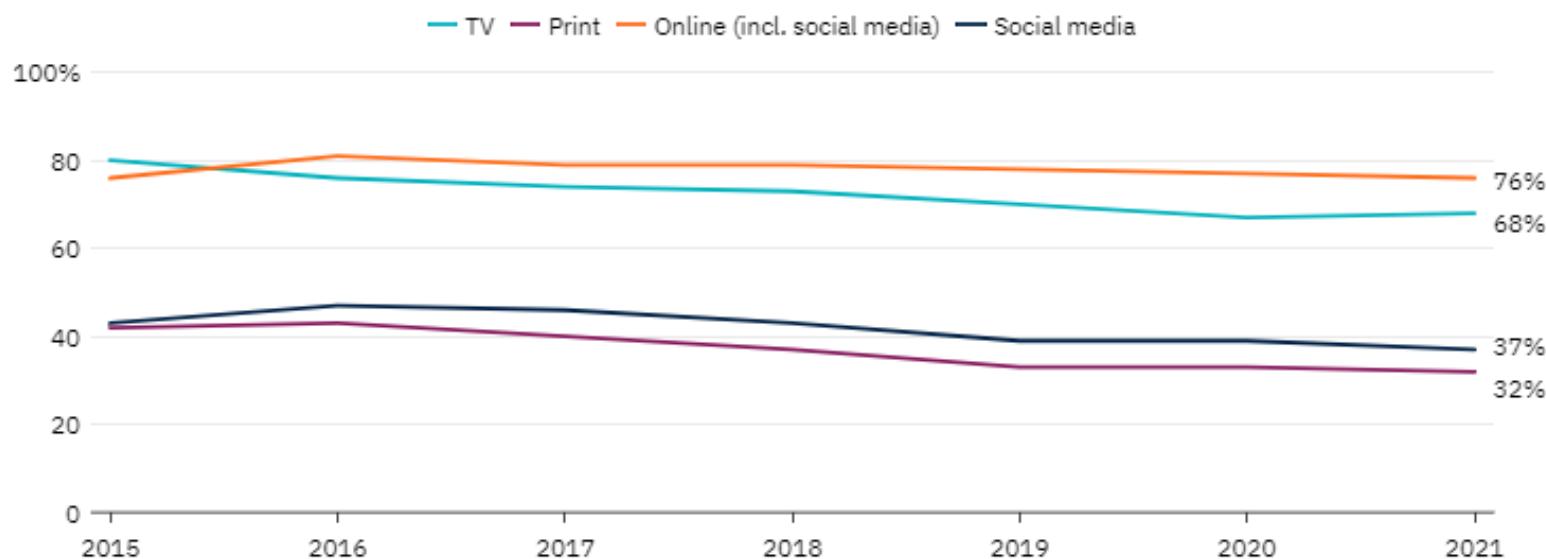
# Print Consumption

## A STEADY READERSHIP IN NETHERLANDS

### Sources of news

2015–2021

Netherlands



- A daily total of 3.1 million papers published per day in the Netherlands – of which 54% are national and 46% are regional
- 92% of newspapers distributed in the Netherlands are sold to subscribers. This gives the Netherlands the highest percentage of newspaper subscribers in the world
- Often, even the smallest Dutch towns will sell magazines like Newsweek, Time Magazine, The Economist, New York Times, USA Today and many more

# Print Consumption

## TOP PRINT TITLES



### De Telegraaf

Circulation: 430,686

De Telegraaf is the largest Dutch daily morning newspaper. It is mainly read by low earners and the middle class. The newspaper contains, among other things, domestic and foreign news and has a daily financial section, 'De Financiële Telegraaf', and a daily sports section, 'Telesport'.



### Algemeen Dagblad (AD)

Circulation: 340,209

The *Algemeen Dagblad* is a Dutch daily newspaper based in Rotterdam, Netherlands. The newspaper is published in tabloid format. Although it is widely available as national newspaper *Algemeen Dagblad*, the most read newspaper in the southwest of the Netherlands. A quarter of subscribers lives in the three major cities in the West of the country.



### de Volksrant

Circulation: 312,000

de Volkskrant is a Dutch daily morning newspaper. It is a left-wing liberal, supraregional quality paper that increasingly aims to reach well-paid and younger readers.



### NRC Handelsblad

Circulation: 154,986

NRC Handelsblad often abbreviated to NRC, is a daily evening newspaper published in the Netherlands by NRC Media. It is generally accepted as a newspaper of record in the Netherlands.

# Digital Consumption

THE NUMBER OF INTERNET USERS INCREASED BY 1.3% BETWEEN 2020 AND 2021

JAN  
2021

## THE NETHERLANDS

ESSENTIAL HEADLINES FOR MOBILE, INTERNET, AND SOCIAL MEDIA USE



CHANGES TO DATA SOURCES FOR INTERNET USERS AND SOCIAL MEDIA USERS MEAN THAT VALUES ARE NOT COMPARABLE WITH PREVIOUS REPORTS



THE NETHERLANDS

TOTAL  
POPULATION



**17.15**  
MILLION

URBANISATION:

**92.4%**

MOBILE  
CONNECTIONS



**17.01**  
MILLION

vs. POPULATION:

**99.2%**

INTERNET  
USERS



**16.47**  
MILLION

vs. POPULATION:

**96.0%**

ACTIVE SOCIAL  
MEDIA USERS



**15.10**  
MILLION

vs. POPULATION:

**88.0%**



# Digital Consumption

DUTCH SPEND THE MOST TIME ON YOUTUBE

JAN  
2021

## TOP WEBSITES BY TRAFFIC (SIMILARWEB)

RANKING OF TOP WEBSITES BASED ON TOTAL TRAFFIC VOLUME IN DECEMBER 2020, ACCORDING TO SIMILARWEB



THE NETHERLANDS

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
01	GOOGLE.COM	1.03B	23.7M	11M 51S	8.8
02	YOUTUBE.COM	405M	16.1M	22M 26S	12.5
03	FACEBOOK.COM	207M	16.5M	9M 06S	7.6
04	GOOGLE.NL	109M	8.64M	7M 45S	11.1
05	AD.NL	94.0M	10.2M	4M 10S	2.7
06	BOL.COM	85.8M	16.6M	6M 07S	7.2
07	TELEGRAAF.NL	80.2M	8.10M	3M 38S	2.7
08	WIKIPEDIA.ORG	78.7M	13.3M	3M 54S	3.2
09	NU.NL	77.3M	8.84M	4M 30S	2.8
10	LIVE.COM	77.0M	5.88M	7M 24S	8.1

#	WEBSITE	TOTAL VISITS	UNIQUE VISITS	TIME PER VISIT	PAGES PER VISIT
11	NOS.NL	77.0M	8.12M	5M 36S	3.6
12	TWITTER.COM	67.8M	10.1M	10M 27S	11.4
13	MARKTPLAATS.NL	57.2M	9.66M	8M 50S	9.4
14	INSTAGRAM.COM	53.2M	9.34M	6M 33S	11.5
15	PORNHUB.COM	49.2M	5.81M	8M 47S	7.8
16	NETFLIX.COM	46.5M	3.96M	10M 05S	4.3
17	WHATSAPP.COM	40.7M	4.02M	3M 48S	1.5
18	RTLNIEUWS.NL	37.8M	8.32M	2M 22S	1.8
19	BUIENRADAR.NL	36.1M	4.07M	2M 26S	2.3
20	FUNDA.NL	34.1M	6.91M	6M 26S	36.3

# Digital Consumption

THE NUMBER OF SOCIAL MEDIA USERS REMAINED UNCHANGED BETWEEN 2020 AND 2021

JAN  
2021

## SOCIAL MEDIA USE

USE OF SOCIAL NETWORKS AND MESSENGER SERVICES, WITH DETAIL FOR MOBILE SOCIAL MEDIA USE



DATA ARE NOT COMPARABLE WITH PREVIOUS REPORTS DUE TO CHANGES IN DATA SOURCES. USER NUMBERS MAY NOT REPRESENT UNIQUE INDIVIDUALS.



THE NETHERLANDS

TOTAL NUMBER OF  
ACTIVE SOCIAL  
MEDIA USERS\*



**15.10**  
MILLION

SOCIAL MEDIA USERS  
AS A PERCENTAGE OF  
THE TOTAL POPULATION



**88.0%**

ANNUAL CHANGE  
IN THE NUMBER OF  
SOCIAL MEDIA USERS



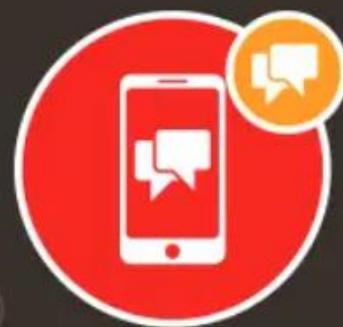
**0%**  
[UNCHANGED]

NUMBER OF SOCIAL  
MEDIA USERS ACCESSING  
VIA MOBILE PHONES



**14.59**  
MILLION

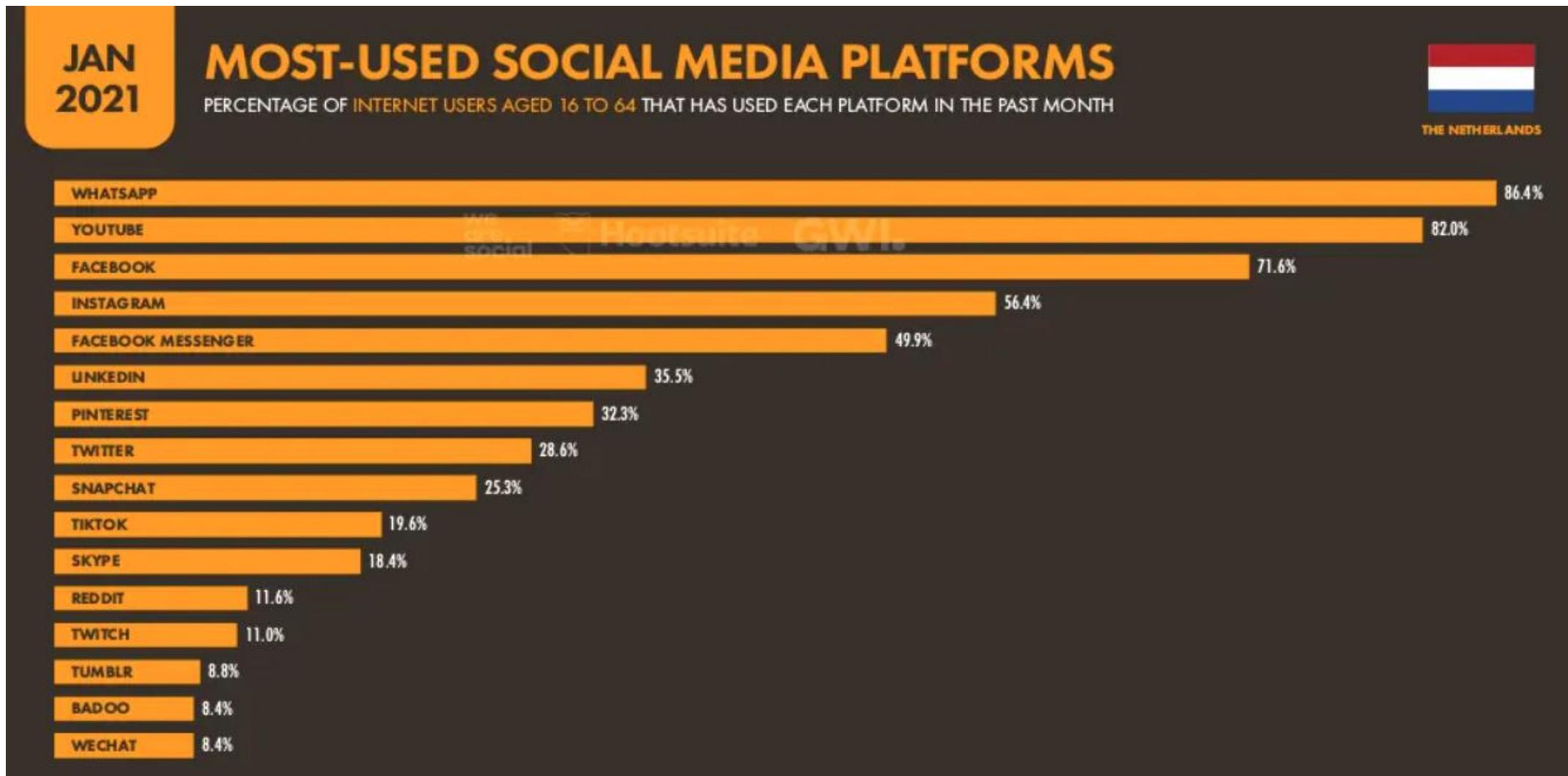
PERCENTAGE OF TOTAL  
SOCIAL MEDIA USERS  
ACCESSING VIA MOBILE



**96.6%**

# Digital Consumption

WHATSAPP IS THE MOST-USED SOCIAL MEDIA PLATFORM FOLLOWED BY YOUTUBE



# Outdoor Sites

NETHERLANDS



# Let's Discuss

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